To: 2200 - Atlanta Region, 2210 - Atlanta ROU, Ahiabuike, Anthony E., Darcy, Joe F., Mirabal, Lawrence, Shaw, Rusty R., Beasley, Scott A., Bothe, James M., Roll, Linda, Williams, Donald J., Piscitelli, J, 2100 - Winston-Salem Region, 2110 - Winston-Salem ROU, 1710 - Pittsburgh ROU, Forrey, Linda, Moulton, G, Thomas, E F., Deese, David, Barney, Kevin, Tanchyk, R, Fricke, R H., Zecca, Anthony, Schwalm, S, Burrows, Robert, Sirianni, Suzanne M., Letourne, Paul, 1110 - Boston ROU(PROVENL), Diciero, John P., Santiago, Julio R., Leonard, Michal K., Wolking, W, Borjeson, John, Payne, Jennifer, Jackson, A, Smith, Richard A., Jurgensen, Kurt T., Feltman, John P., Brandt, Kevin E., Leonard, John M., Kight, Earl, Ferencak, Cynthia L., Kavanagh, John P., Gambardella, Mark R., Norris, Chuck H., Figueroa, David A., Agner, Edward, 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA), Eckardt, Diane C., Krumlauf, Phillip K., Klein, John F., 1300 - Philadelphia Region (HAYESJ4), 1310 - Philadelphia ROU (METZG), 2310 - S. Florida ROU (FINKLEP), 2300 - S. Florida Region (SMITHJ5), 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), Alese, Louann F., Roth, Kari L.

From: Kuruc, Nick
Posted: 10/13/97 9:38
Opened: 10/13/97 11:22
Subject: Amerada Hess Corporation

RE: Chain ID's 0353-02-01 through 08 and 0353-03-01 through 08

Subject: Retail Price Communication

Please ensure that your Retail Reps follow the guidelines regarding DORAL and Full Price price communication outlined in the Field Sales Letter (FSC120-B) dated 10/9.

[] DORAL: In all Hess Locations we have an ongoing buy down. Our tactic should be to communicate to the consumer that DORAL is offering a special price, and that the buy down does not reflect the Hess everyday low price. In all Hess Locations you should utilize the "Net Price/You Save" communication tactic.

[] Full Price: When executing the Price Gap tactic (Plan A) communicate net promoted price only. During Plan B periods match PM price communication tactic and tactic, I.E. If PM communicates discount amount only, we would do the same.

Please call me if you have any questions.

Sales	Retail	
1221	1222 24,26,28	
1222	1223 20,21,22,23,25,26,27,	
1223	1226 22,24,26,27,28 28,30	
1224	1229	
1225	ROM	
1226	PC	SC
1229	MC	PA
1240		
1244	RSM	RBM

51850 5944